

Number 3 • 1950



KODAK PHOTO NOTES

For Registered Owners of the Kodak
Reference Handbook and the
Kodak Photographic Notebook



HERE it is — the *Kodak Color Handbook*!

The *Kodak Color Handbook* is to color photography what the *Kodak Reference Handbook* is to general photography. To *Photo Notes* readers, most of whom own the *Kodak Reference Handbook*, the handy format and the organization of the new *Color Handbook* will be familiar. (See page 2)

T. M. Reg. U. S. Pat. Off.

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Color Handbook (Cont. from p. 1)

Inside its attractive, multi-ring binder you'll find four Kodak Color Data Book sections: *Color As Seen and Photographed*, *Color Photography Outdoors*, *Color Photography in the Studio*, and *Kodak Color Films*. Together, they form a 248-page guide to taking still pictures in color.

The following partial listing of the contents of the four sections will give you an idea of the scope of the *Color Handbook*:

Color As Seen and Photographed

Color vision, additive and subtractive color mixture, systems of color specification, color separation, the monopack, coupler development, dye characteristics, color printing processes, problems in color photography, visual effects.

Color Photography Outdoors

Controlling lighting contrast, equipment, effects of lighting on color saturation, use of reflectors, use of blue flash lamps, garden and flower photography, illustrative photography, composite lighting effects, architectural photography, special problems.

Color Photography in the Studio

Light sources, equipment, lighting principles, lighting for portraits, make-up, backgrounds, flash technique, lighting commercial subjects, special lighting problems, exposure.

Kodak Color Films

Types of films, storage, color balance and speed, processing, filters, prints and duplicates, Data Sheets.

More than 100 full-color illustrations are used in the *Color Handbook* to point up principles of color photography and to demonstrate different picture-taking techniques.

Separators with thumb tabs, plus the convenient thumb indexes in the Data-Book sections help you locate information quickly and surely. Extra separators provide for expanding the coverage of the *Color Handbook* according to your own special interests. Already available for this purpose are several Kodak booklets. Others will be published from time to time.

Notification Service: Each *Color Handbook* contains a registration card. By filling out and mailing the card, you receive continuing notification service on your *Kodak Color Handbook*. A special newsletter will keep you informed of new developments in color materials and processes, new Kodak publications on color photography, and other items of interest. This service will be separate from that provided through *Kodak Photo Notes* to owners of the *Kodak Reference Handbook* and *Kodak Photographic Notebook*.

Should you purchase a *Kodak Color Handbook*? If you are satisfied with shooting an occasional roll of color film in your still or movie camera, chances are the *Color Handbook* contains much more information than you need. But if you are a professional photographer or an amateur bent on taking the finest of color pictures, you should certainly have the *Kodak Color Handbook*. It's on sale at Kodak dealers. List price, \$4.00 per copy.

Moving? Don't forget to notify *Photo Notes* of your change of address.

Kodak Ektachrome Roll Film Gaining In Use

MORE and more photographers are finding out how easy it is to take and process their own full-color transparencies on Kodak Ektachrome Roll Film, Daylight Type.

Recent developments have resulted in even finer-quality results at lower cost per picture. A new, improved, magenta-forming coupler is now used. Not only has its use resulted in improved rendering of reds, but in rebalancing the film for the new coupler, it was found that the greens were also improved.

The cost per exposure has been reduced by increasing the number of exposures per roll. You now can get eight $2\frac{1}{4} \times 3\frac{1}{4}$ -inch, twelve $2\frac{1}{4} \times 2\frac{1}{4}$ -inch, or sixteen $1\frac{1}{2} \times 2\frac{1}{4}$ -inch pictures per roll of 120 or 620 film. List price per roll, either 620 or 120, is \$1.65.

In addition to these improvements, the film is now packed in sealed lead tubes to protect it against possible damage from atmospheric moisture until you are ready to load it into your camera.



Pint-Size Processing Kit

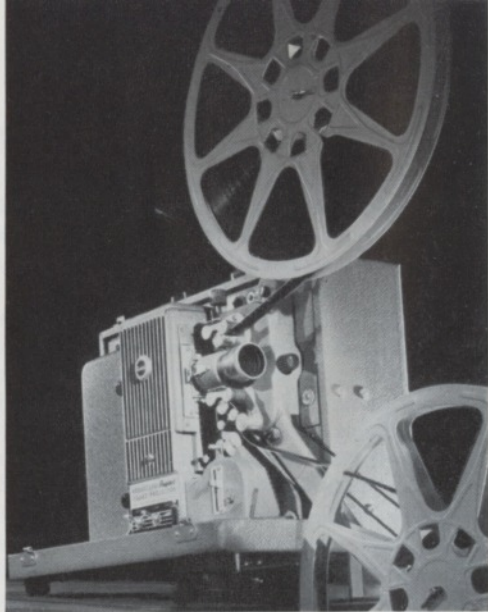
Introduction of a new, 16-ounce Kodak Ektachrome Processing Kit makes it convenient for those who wish to process only one or two rolls of film at a time. The 16-ounce kit contains sufficient chemicals in sealed-foil packets to process two rolls of 120 or 620 film. Wastage of processing solutions is therefore decreased or eliminated. List price of the 16-ounce Kodak Ektachrome Processing Kit is \$1.50.

If you do not wish to do your own processing, you can send the exposed film to one of the commercial laboratories now offering Ektachrome processing service. Their advertisements appear in the photographic magazines, or the names of some nearest you will be furnished on request.

Kodachrome Contact Prints

Users of Ektachrome Roll Film will also be glad to learn that they can now have made from their color transparencies Kodachrome Contact Prints, as well as Kodachrome Prints 3X and Kodachrome Enlargements up to 8 x 10 inches. Available upon order through Kodak dealers, these prints are list priced as follows: Kodachrome Prints 3X — 85 cents; Kodachrome Contact Prints — \$1.95; Kodachrome Enlargements — \$2.75 (up to and including 5 x 7"), and \$5.75 (up to and including 8 x 10 inches).





Kodascope *Pageant* Sound Projector

THE new Kodascope Pageant Sound Projector for 16mm movies has been designed and built with the utmost care to provide sound projection of excellent quality, plus a lot of other features which will make it a favorite for home, school, church, or industrial use.

You'll like its quiet operation. The Kodascope Pageant Sound Projector runs smoothly and quietly. It has only three gears, all made of nylon for quiet operation. All bearings are oil-impregnated or have sealed-in lubricant; you'll never have to oil a "Pageant." The newly-designed pull-down claw is pivoted on ball bearings.

You'll like its fine picture quality. Brilliant screen images at the usual projection distances are provided by the 750-watt lamp supplied with the

projector, plus the Lumenized, Kodak Projection Ektanon Lens, 2-inch $f/1.6$. On ac operation, a 1000-watt lamp can be used for maximum screen illumination on those "long throws." Accessory 1-inch, 1½-inch, 3-inch, and 4-inch lenses are available for "tailor-made" projection — the right lens and lamp for best results.

You'll like its excellent sound reproduction, the result of careful attention to each detail, from the precision sound head with flywheel and damper, through the amplifier (full 7-watt output on ac), to the 8-inch, permanent-magnet speaker. A convenient sound focusing control provides optimum sound reproduction from all types of prints.

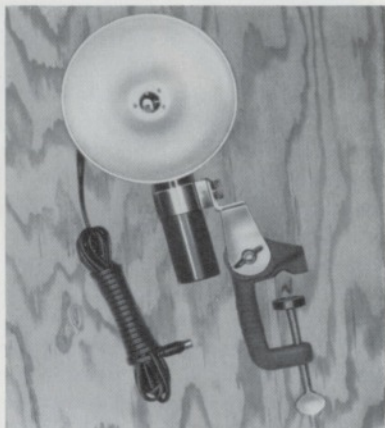
You'll like its ease of operation. The "Pageant" is simple to set up.

Use New Kodak Flashholder Extension Unit, Model B For More Flash Coverage and Better Modeling

Do you own a Kodak Flashholder? An extension flash unit is now available for use with the Kodak Flashholder for obtaining better modeling on single subjects or more extended coverage when making group pictures.

The new "assistant" is the Kodak Flashholder Extension Unit, Model B. Simultaneous with the introduction of the Flashholder Extension Unit, Model B, a new version of the Kodak Flashholder, designated the Kodak Flashholder, Model B, has also been announced. The Kodak Flashholder, Model B, and the Extension Unit,

(See page 6)



Threading is made easy by newly-designed sprocket clamps. The framing mechanism is of the professional type — the projected frame remains stationary on the screen, doesn't have to be recentered. The spring-assisted elevating device works quickly, and clamps in position instantly and securely. A conveniently located lever shifts the drive belt on a stepped pulley for silent or sound speed.

You'll like its portability. The "Pageant" is a one-package projector — the cover of the projector case houses the speaker, speaker cord, reel arms, and spare lamps. Outside dimensions of the case are only 15 $\frac{1}{2}$ x 10 $\frac{1}{4}$ x 13 inches. The whole outfit weighs 32 $\frac{1}{2}$ pounds.

You'll like these design features: The Pageant Sound Projector oper-

ates on either alternating current or direct current without a converter or extra equipment of any kind. The motor is governor-controlled for both silent and sound projection. Lamp-house ventilation is constant.

You'll like its smart appearance. The "Pageant" is tastefully styled. The projector has a tan, metallic, wrinkle finish, with bright metal parts; the case is covered with leather-like, tan Kodadur.

You'll like its moderate price. List price of the Kodascope Pageant Sound Projector, including Kodak Projection Ektanon Lens, 2-inch f/1.6; 750-watt lamp; 1600-foot reel; and spare exciter lamp is \$325. Ask your Kodak dealer to demonstrate the Kodascope Pageant Sound Projector for you.

Flash Extension Unit *(Cont. from p. 5)*

Model B, are identical except that the Extension Unit has a padded, screw-clamp bracket instead of a camera bracket, and a 12-foot cord instead of the short cord.

The bracket is designed to clamp onto any round or flat surface up to two inches thick. Thus, articles of furniture, doors, etc., can serve as light stands. In addition, in the fixed jaw of the clamp there is a standard tripod socket which allows a tripod to be used as a light stand.

New Wiring: Both the Flashholder, Model B, and the Flashholder Extension Unit, Model B, are wired in series, rather than in parallel as was the original model of the Kodak Flashholder. However, the Model B units can be used in combination with the original Kodak Flashholder.

Owners of the original Kodak Flashholder may use one Extension Unit, Model B, in the normal fashion, or two Model B Extension Units, if the Kodak Flashholder is placed at the end of the series.

Several Model B Extension Units can be used with one Kodak Flashholder, Model B.

Together, a pair of flash units will greatly extend picture-taking possibilities. For two-flash portrait work, it will probably be advisable to use the Extension Unit, placed closest to the subject, as the main source of illumination, with the unit at the camera serving as the fill-in light. With the main light above and to one side of the subject, a more lifelike portrait results than with the use of a single flash at the camera. *(See Col. 2)*

Kodacolor Roll Film 828 In Daylight Type and Type A

KODACOLOR Roll Film is now available for Kodak Flash Bantam, Pony 828, and other cameras which take size 828 film and make transparencies 28 x 40mm. Kodacolor Roll Film 828 will be supplied in both Daylight Type and Type A. There are eight exposures to a roll.

Kodacolor Prints made from Kodacolor 828 negatives (28 x 40mm) measure 3½ x 5 inches, including a ¼-inch border. Kodacolor Enlargements, up to a maximum size of 5 x 7 inches can also be made from Kodacolor 828 negatives.

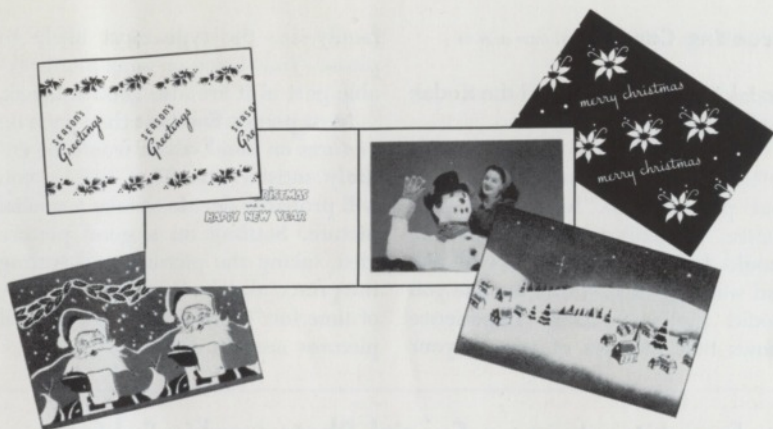
The list price per roll of Kodacolor Film 828, including processing to a color negative, and federal tax, but not including prints, is \$1.50. You can order Kodacolor Prints from your Kodak Dealer for 36 cents each, list price. Capture Fall colors on Kodacolor!

(Continued from Col. 1)

Reflectors Have Exposure Data:

Both the Kodak Flashholder, Model B, and the Kodak Flashholder Extension Unit, Model B, have flash exposure data for SM, SF, No. 5, and No. 25 flash lamps handily located on the back of the reflector.

Packed with each Kodak Flashholder, Model B, and Extension Unit, Model B, is the new, Kodak 2-Way Flashguard. List prices are as follows: Kodak Flashholder, Model B, with Kodak 2-Way Flashguard — \$11.50. Kodak Flashholder Extension Unit, Model B, with 2-Way Flashguard — \$12.75. Prices include federal tax.



Time To Start Christmas Photo Greeting Cards

MERRY Christmas and a Happy New Year!

No, we are not rushing the season. Now IS the time to start your photographic Christmas greeting cards. And, if you have never sent photographic greetings before, this is the year to start. Why? Because this year it will be easier than ever to have a card with all the attractiveness, warmth, and personal appeal that photography makes possible.

Kodak Christmas Paper: Easier? Yes! One reason is Kodak Christmas Paper. With it you can make a folded card with a brightly colored Christmas design on the outside, and a picture and message inside. Making an attractive card with this paper presents no problem. You simply make a print on it just as you would on your regular contact or enlarging paper. Then fold it once, so that the back, with its colored design, becomes the cover. Four different designs are

available. A medium-speed paper, it can be used either for fast contact printing or slow enlarging.

If you make your own cards, you can order Kodak Christmas Paper and envelopes from your Kodak dealer. However, if you prefer to have your photofinisher make your cards for you, give him the negative of the snapshot to be used, and tell him to print it on Kodak Christmas Paper.

Other Aids: Besides Christmas Paper, there are lots of other Kodak materials for greeting card production. For instance, you can get many regular Kodak photographic papers in Christmas card sizes, with straight or deckle edges. And, this year, you have a wider choice of messages which can be printed photographically from prepared masks, on sale at Kodak dealers.

For adding a colorful touch to the cards you make, there is the Kodak Edge Tinting Outfit. For a really professional finish, use the (See page 8)

Greeting Cards (Cont. from page 7)

Kodak Print Embosser and the Kodak Embossing Guide.

Whether you make your own cards or "let George do it" you should choose that picture *now*. In making your choice, remember that this picture should be one that *others* will like and want, not necessarily the one you would prefer yourself. Experience shows that pictures of you or your

family are the type most likely to please. Your home or some unmistakable part of it are also good subjects.

Most people find that they have no pictures on hand which would be entirely satisfactory. That means you will probably decide to take a special picture. Settling on a good picture idea, taking the picture, and getting the prints, all take time. Allow plenty of time for "retakes" in case your first pictures are not right.

Free Literature on Special Photographic Subjects

This list of free literature supplements the list which is included in the *Kodak Reference Handbook* and the *Kodak Photographic Notebook*. This literature will be sent on request. You are invited to ask for articles in which you are particularly interested.

Articles Announced Since Summer, 1949 Issue

A19—LENS AND SHUTTER DATA:

SCHNEIDER XENAR LENS, 50mm *f*/3.5 (AS USED ON THE KODAK RETINA I CAMERA)

D30—KODAK PORTRA LENS DATA FOR MOVIE CAMERAS (4 pages)

S2—SOME SOURCES OF 2 x 2-INCH COLOR SLIDES (6 pages)

S6—KODACHROME SLIDES AS AIDS IN BUSINESS AND EDUCATION (8 pages)

Information About Kodak Products:

A14—NEWEST ADDITIONS TO A DISTINGUISHED LINE OF FINE LENSES . . . KODAK EKTAR LENSES *f*/4.5 (6 in., 7½ in., 12 in.)

IS YOUR KODAK REFERENCE HANDBOOK UP TO DATE?

The most recently published *Kodak Reference Handbooks* include the following editions of the various sections: *Lenses* — Third Edition, 1948; *Films* — Fourth Edition, 1947; *Filters* — Copyright 1944 (no edition designation); *Color Films* — Fourth Edition, 1948; *Papers* — Fourth Edition, 1947; *Processing and Formulas* — Fourth Edition, 1947; *Copying* — Fourth Edition, 1947. Some sections (and the corresponding Kodak Data Books) have later printing dates — for example, "Fourth Edition, 1947; First 1949 Printing." Such printings are not major revisions, although they may differ slightly from previous printings. You can bring your *Handbook* up to date by replacing outdated sections with the latest editions of Kodak Data Books on sale at Kodak dealers.

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